

Message Text

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17

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TAGS: ETEL, CA

SUBJECT: CANADAIN - US TELEVISION MEETINGS -- MEDIA REACTION

REF: TORONTO 1477

1. IN A FINANCIAL PAGE ARTICLE HEADLINED "BORDER TV TALKS WON'T CONSIDER MAJOR GRIEVANCES" THE SEPTEMBER 13 TORONTO STAR QUOTED A SPOKESMAN FOR EXTERNAL AFFAIRS MINISTER MACEACHEN ON BOTH MACEACHEN'S MEETING LAST MONTH WITH SECRETARY KISSINGER AND ON THE OCTOBER 6 CANADAIN-US TALKS SCHEDULED FOR WASHINGTON ON BORADER TELEVISION PROBLEMS:

"I THINK MR. KIGGINGER ACCEPTS REALITY. C-58 HAS BEEN PASSED BY PARLIAMENT. IT IS NOW THE LAW OF THE LAND IN CANADA AND NOT OPEN FOR DISCUSSION.

WE WILL BE DISCUSSING THE BORDER TELEVISION PROBLEM IN WASHINGTON NEXT MONTH, BUT WHEN WE TALK ABOUT THAT WE MEAN DELETION OF COMMERCIALS FROM US CHANNELS ON CABLE.

THE AMERICAN BROADCASTERS WOULD LIKE TO HAVE A PACKAGE DIS- CISSIONS, ABOUT BOTH DELETION AND BILL C-58, BUT WE ARE DEALING WITH THE US GOVERNMENT, NOT THE US BROADCASTERS.

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WE CAN SEE COMMERCIAL DELETION AS AN IRRITANT IN RELATIONS

BETWEEN THE TWO COUNTRIES. WE DON'T WANT IRRITANTS, SO WE HAVE BEEN CONSIDERING SEVERAL SUGGESTIONS ABOUT THE PRACTICE OF COMMERCIAL DELETION."

2. THE ARTICLE CITES THE ONE MILLION DOLLAR BANK FUND IN OTTAWA ESTABLISHED BY 18 US BORDER STATIONS AS "A SHOW OF GOOD FAITH ON A PROPOSAL THAT WOULD SEE THEM SUBSIDIZE CANADAIN FILM MAKERS IF CANADA WOULD AGREE NOT TO IMPLEMENT THE BROADCAST SECTION OF BILL C-58." AN UNNAMED US STATION MANAGER IS QUOTED AS HAVING BEEN APPROACHED BY OFFICIALS OF THE CANADAIN ASSOCIATION OF MOTION PICTURE PRODUCERS AND THE CANADAIN ANIMATION PRODUCERS ASSOCIATION, "BOTH OF WHOM SAID THEY DOUBTED BILL C-58 WOULD ACHIEVE ITS INTENDED GOALS OF DIVERTING ADVERTISING MONEY FROM US TV OUTLETS TOWARD THE PRODUCTION OF MORE CANADAIN PROGRAMMING." THE BROADCASTER IS REPORTED AS SAYING THAT THE ASSOCIATIONS THEN SUGGESTED THAT THE US STATIONS SET ASIDE 25 PERCENT OF THE US STATIONS' NET CANADIAN ADVERTISING REVENUE FOR CANADAIN FILM INVESTMENT -- ABOUT FOUR MILLION DOLLARS A YEAR -- AND AT A SECOND MEETING WITH THE US BROADCASTERS SUGGESTED THE ESTABLISHMENT OF THE ONE MILLION DOLLARS BANK ACCOUNT AS A SHOW OF GOOD FAITH. THE ARTICLE STATES THAT CANADAIN GOVERNMENT SOURCES "HAVE TENDED TO BRUSH OFF SUCH SUGGESTIONS AS MERELY LAST DITCH EFFORTS BY THE AMERICAN BROADCASTERS TO PROTECT PROFITABLE CANADAIN SALES."

3. THE ARTICLE CONCLUDES BY NOTING THAT THE US TELEVISION STATIONS HAVE WARNED THEY MIGHT "TURN TO US LEGISLATION WHICH ALLOWS FOR RETALIATION AGAINST ANY FOREIGN COUNTRY WHICH DISCRIMINATES AGAINST US BUUNESS INTERESTS." THE EXTERNAL AFFAIRS SPOKESMAN IS REPORTED AS SAQNG THAT THIS HAD NEVER BEEN SUGGESTED BY THE US GOVERNMENT AND THAT "WE ARE UNDER NO PRESSURE ON THAT POINT AT ALL."

DIGGINS

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